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Civic Responsibility: A New Challenge for Universities

Not long ago every family had a bread man and a milkman. Every homemaker knew them by name, and they shared information at the back door that went far beyond the price of a loaf of bread or a gallon of milk. They spoke to each other in ways that allowed for feedback and improved service. Direct communication resulted in strong relationships built on personal interaction, and businesses flourished on personal trust.

That began to change in the sixties when Americans shut the back door and went inside to watch television.

In his book, *Bowling Alone: America's Declining Social Capital*, Robert Putnam of Harvard University says that technology radically changed our use of time and disrupted the opportunities for forming connections with other people like the connections Mom made by chatting with the milkman. Time-use studies in the last thirty years show that the hours spent watching TV dwarfs all other ways Americans pass their days and nights. Putnam believes that personal computers, which keep us occupied in total isolation from others, will accelerate the trend.

If Putnam is correct, this phenomenon has profound implications for Ball State, a university that staked a claim as one of the most technologically advanced public universities in the nation. Recently, our





message incorporated the phrase "Powerful Resources" in part to describe Ball State's commitment to computer and telecommunications technology to enhance classroom teaching.

But our message also includes the phrase "Personal Learning." At Ball State University the powerful resources support, accent, and strengthen the learning experience that occurs between teacher and student. It is the legacy handed down from our days as Ball Teachers College: Learning will always be an intensely personal experience for both.

Final Report

The last sixteen years have been an intensely personal experience for Sandra and me, as well. This is my final report to you, the friends of Ball State. In June 2000, after thirty-nine years, we are retiring from active service to higher education. We leave a university ready not simply to face the future but to prosper and thrive in it. The faculty are exceptionally competent and the professional and support staff are dedicated and working well as a team. The financial condition is sound and our facilities are outstanding. The academic ability level of our students is better than it has ever been and our student affairs programs provide them the best support available. The campus carries on the tradition of a friendly place and students have the kind of access to faculty outside of class that usually is found only at small, more costly colleges.

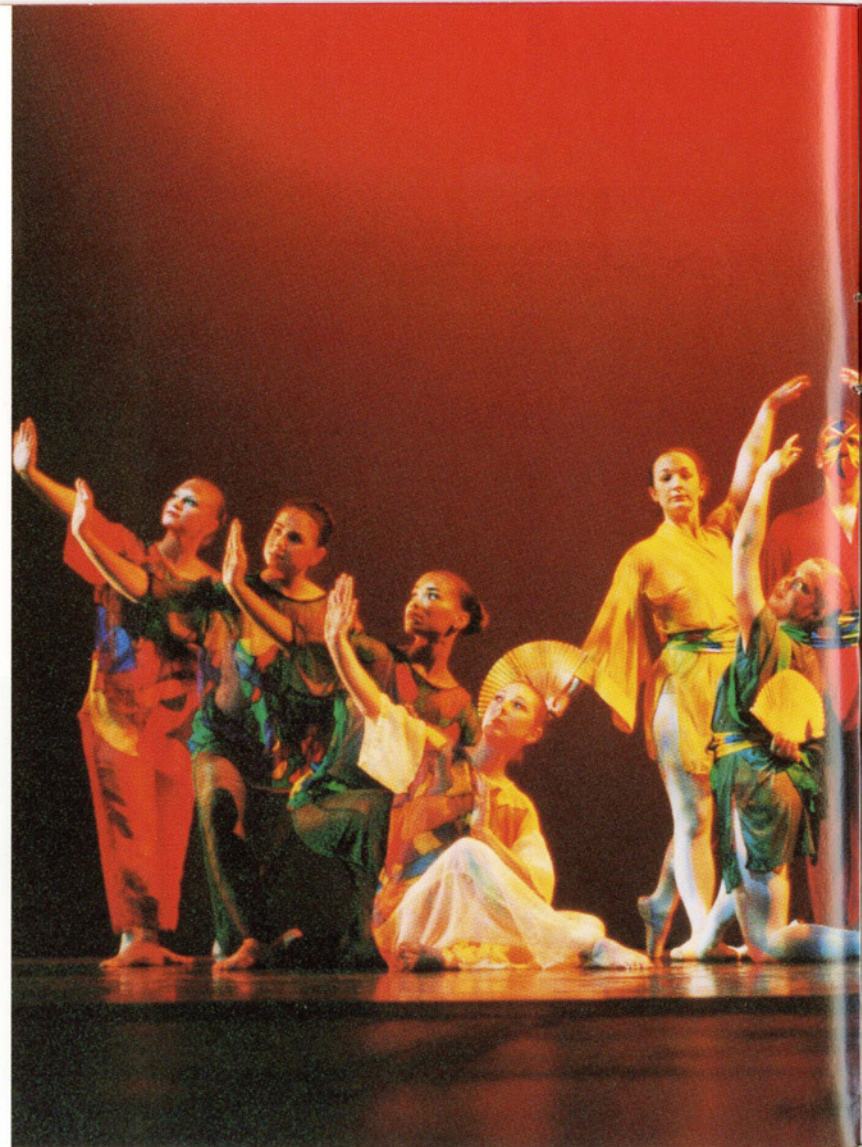
The challenge to Ball State, and to society as a whole, is to regain the sense of civic responsibility that we lost with the encroachment of technology upon our lives.

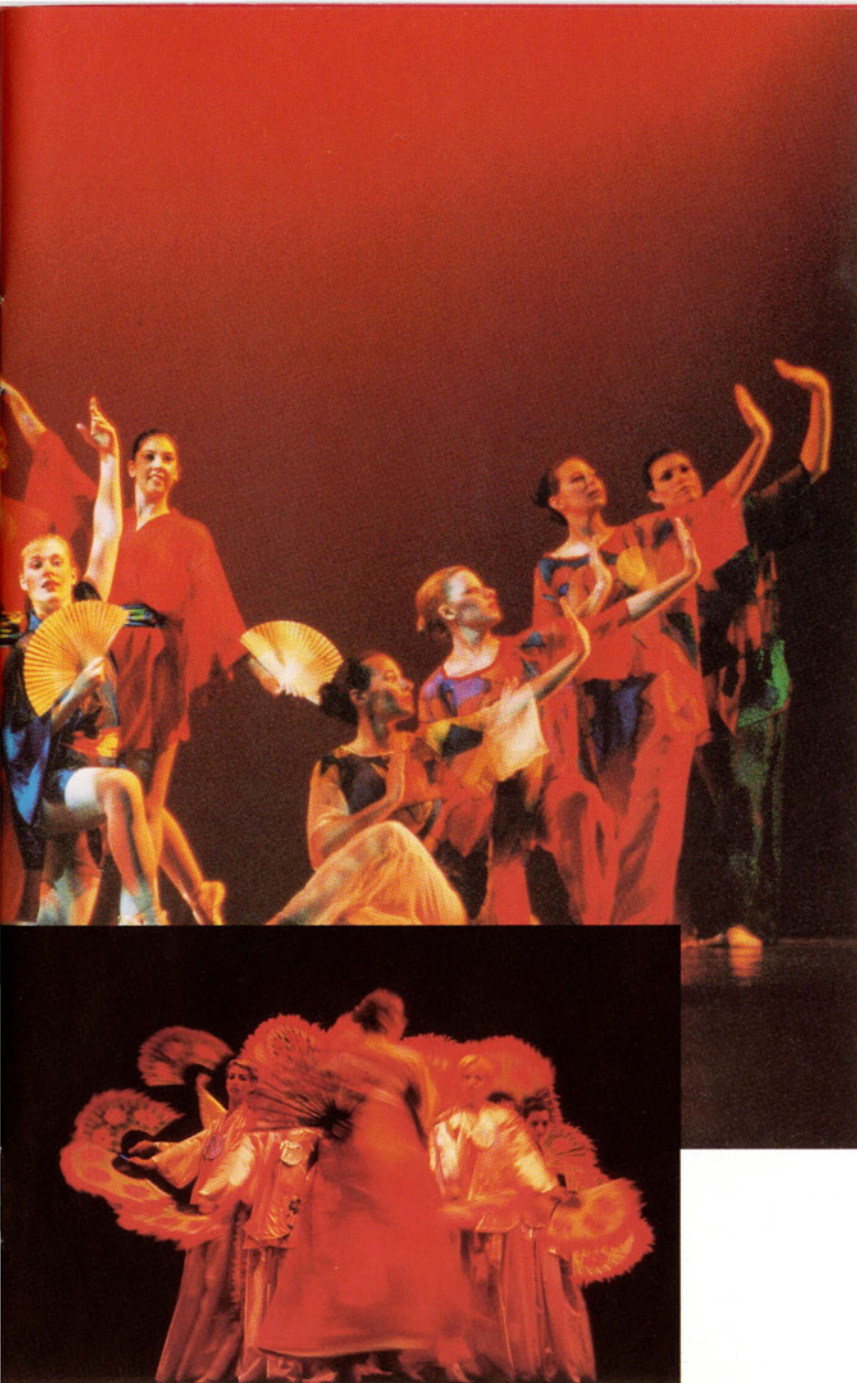
The challenge to Ball State, and to society as a whole, is to regain the sense of civic responsibility that we lost with the encroachment of technology upon our lives. Civic responsibility means becoming more engaged in the life of the community, the state, and nation; volunteering for good causes, being active in politics, voting in elections, working to make our communities better places to live.

In speaking of the public schools, Richard Harwood, president of the Harwood Institute for Public Innovation, said, "In community after community so many Americans see schools as somewhere 'over there,' apart from the community. And school officials often view themselves as being separate from their communities."

We must overcome the notion that educational institutions and the people who inhabit them are separate from their communities—the old Ivory Tower misconception. The best place to instill a personal sense of community and responsibility is on the college campus where young people are being prepared to take their place as contributing members of society.

Several years ago we created the Student Voluntary Services office to encourage and coordinate the effort on the Ball State campus. SVS now oversees more than forty programs involved in everything from Big Brothers and Big Sisters to adult literacy work and leaf raking for the elderly.





Service Learning

During the 1998-99 academic year Ball State students performed 90,000 hours of volunteer work in our city and county. More than 40,000 hours were spent in “service learning” which means they were part of a course and the students brought their experiences back to the classroom where they learned from each other. Last fall students in the family and consumer sciences department catered a meal to the residents of a local homeless shelter. It was not the first time.

In the spring, students from the Teachers College provided one-on-one tutoring in a reading program for youngsters in grades one through six. More than one hundred students lent their hearts and hands through Habitat for Humanity to build a new home for a grandmother living in public housing. The Ball State chapter of the Wildlife Society was instrumental in raising \$15,000 to purchase and release in downtown Muncie six peregrine falcons—a bird that had been on the endangered species list for years. In December the Women’s Chorus brought holiday cheer to the residents of a local extended care facility, and throughout the year scores of student athletes visited hospital rooms and classrooms in the community.

While these are just a few examples of civic responsibility, they reflect the value of education outside the classroom that is crucial to the complete college experience, and they form the foundation for Ball State graduates to develop a habit of service that carries over wherever they go after graduation.

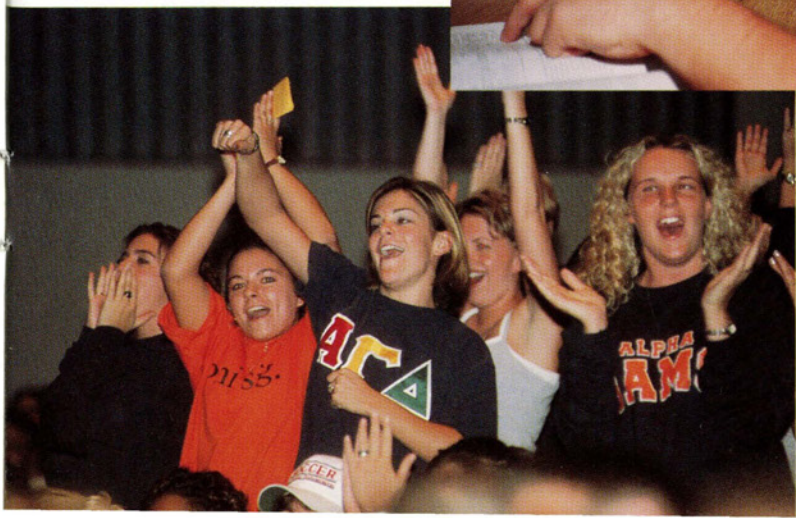
Taking responsibility and leadership has always been a Ball State trademark.

Taking responsibility and leadership has always been a Ball State trademark. For example, in February, just weeks after Indiana Governor Frank O'Bannon announced plans to create a new statewide community college system, the Ball State Board of Trustees became the first higher education governing body to formally endorse the plan. We acknowledged that the citizens of Indiana deserve a choice in the kinds of universities available to them. The new community college provides the flexibility for Ball State to admit better prepared students and offer a high quality undergraduate experience comparable to a small, private, expensive college. Our plan is to refer to the new community college some students who might have been admitted five years ago. We will welcome them as transfers after they have demonstrated they are ready for the rigorous study required in our degree programs.

Selective Admissions

The Board of Trustees declared that Ball State is committed to provide students a quality, mid-size university that focuses on the best instruction, maintains a comprehensive range of programs in a residential setting, offers outstanding technology and facilities, and has a selective admissions policy. We followed that declaration by admitting one of the

- *Distinguished Professor of Performance Studies Judy Yordon receives the national Leslie Irene Coger Award for Distinguished Performance.*
- *Statistics professor Mir Masoom Ali, a member of the Ball State faculty for 30 years, is elected a fellow of the American Statistical Association.*
- *Ball State entomologist Robert Pinger is presented the Human Health Achievement Award by the Preventive Medicine and Public Health Association.*
- *Nursing educator Kathleen Russell receives the national Lillian Wald Award from the American Public Health Association's Public Health Nursing Section.*
- *Margaret Merrion, dean of the College of Fine Arts and president of the International Council of Fine Arts Deans, is invited by the White House to participate in launching the Mars Millennium Project in Washington.*
- *Ball State police officer Steve Hiatt breaks the case of an arsonist who confesses to setting fire to fifty churches in eleven states.*
- *Melvin Sharpe of the Department of Journalism is named the Public Relations Society of America's Outstanding Educator.*
- *Nationally known urban planning expert Eric Damian Kelly is elected a fellow of the American Institute of Certified Planners.*
- *George and Frances Ball Distinguished Professor of Marketing Ramon Avila receives the Recognition Award presented at the National Conference in Sales Management.*
- *William Kraemer, John and Janice Fisher Professor of Exercise Physiology and director of The Human Performance Laboratory, is selected to chair a National Aeronautics and Space Administration committee on exercise and training for astronauts.*



best-prepared freshman classes in the history of the university: average SAT scores of 1023, up thirty-seven points in two years; fifteen new National Merit Scholars enrolled, up from two just two years ago; two hundred more students admitted with distinction than last year; and a 23 percent increase in freshman enrollment in the Honors College.

For a dozen years Ball State led the way in the use of computer and telecommunications technology to enhance classroom teaching. This year our faculty, students, and alumni came together to shepherd one of the oldest community libraries in Indiana into a new era. The Gary Public Library asked professors in the Department of Telecommunications and the Center for Information and Communication Sciences to help set up an Internet system and training program. Victims of a depressed economy and declining population, Gary's libraries were falling behind. Ball State—with a grant from the Gates Library Foundation established by Bill Gates of Microsoft and his wife, Melinda—stepped in to bring twenty-first century technology to the Gary libraries.

In Indianapolis, our Teachers College faculty stepped in with "Project Gate: Opening the Door for All," to help IPS teachers in urban schools vary instruction in math, science, and technology using the best practices pioneered in our Center for Gifted Studies and Talent Development.

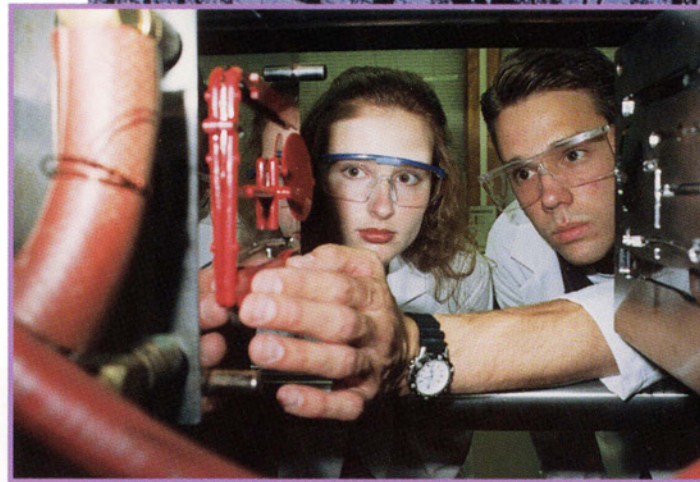
The Ball State Center for the Teaching of Integrity stepped in last year with a long-awaited response to help alleviate the growing nationwide problem of cheating among college students. Professor Patricia Keith-Spiegel, the Reed D. Voran Honors Distinguished Professor in Social and Behavioral Sciences, created a proactive, interactive educational program on CD-ROM that teaches the value of integrity as well as the disadvantages of dishonesty to first-time offenders. Similar to the concept of defensive driving school for traffic violators, the course has been adopted on campuses throughout the country.

Like charity, however, community service often begins at home. In March, Ball State was recognized as the national model for student tutoring, becoming the first university in the nation to receive Level One certification by the National Association for Developmental Education. The Learning Center was a major factor in Ball State's being described as "a successful pioneer," for its part in raising grade-point averages for freshmen and sophomores who took advantage of tutoring and other assistance programs.

"We have done things that other institutions are just beginning to do."

"We have done things that other institutions are just beginning to do," said Learning Center Director Audrey Kirkwood. "We were visionaries in the learning center concept."

These achievements underscore the value of learning that takes place outside the formal classroom, laboratory, or studio setting. Often they





are described as part of the service component of the teaching, research, and service responsibilities at many institutions. At Ball State they are more than the fulfillment of a requirement for tenure or graduation, they are part of the fabric of student and faculty life, just as the old tradition of fall leaf raking on the quad once was a part of life at Ball State.

Our outreach in 1998-99 extended deep into the local community. Beset with plant closings and the loss of two thousand manufacturing jobs, the university and Congressman David McIntosh announced a \$1 million grant to provide workforce development training for displaced, unemployed, or underemployed workers in Muncie-Delaware County. The initiative is a collaborative effort involving the Ball State Center for Organizational Resources, Delaware County Employment and Training Service, the Chamber of Commerce, Muncie Community Schools Adult Education, the Delaware County Building Trades, and the Muncie Urban Enterprise Association.

Ball State and Congressman McIntosh also joined forces for the second time to sponsor the Central Indiana Job Fair held in University Arena. The successful fair brought together more than two hundred employers and approximately twenty-five hundred job seekers.



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Last year, as a result of a new architecture study abroad program in south Asia headed by Department Chair Brian Sinclair, Ball State signed exchange agreements with the Nepal Engineering College and the Tribhuvan University Institute of Engineering in Katmandu. Other agreements were completed with the National Institute Polytechnique of the Ivory Coast and the Autonomous University of the City of Juarez in Chihuahua, Mexico. The arrangements make it easier for students from those institutions to study at Ball State and for our students to study there.

Proudly, Ball State last year ranked seventh nationally among doctoral universities in the number of students who study abroad.

National Honors

In the meantime, the meat and potatoes work of a major doctoral university goes on. In 1998-99 that work seemed to generate more outside recognition and honors than in recent memory. *U.S. News and World Report* magazine finally began to appreciate the quality of some of our efforts by ranking the elementary education graduate program in the Top 20 among one hundred ninety-one graduate education programs in the country.

The annual college guide also listed Ball State's renowned entrepreneurship program the fourth best in the nation, just behind the University of Pennsylvania and the University of Southern California. Ball State also moved up to the third tier of public universities in the *U.S. News* rankings. In the past we have consistently questioned the basis for their comparisons, so it is some satisfaction to see recognition for programs that others have lauded for many years.

For example, the Ball State Museum of Art remained among the nation's elite art museums when it was reaccredited by the American Association of Museums. The museum also received a \$92,000 federal grant for outstanding performance in all areas of operation. Less than four percent of the nation's five thousand museums receive the award. The Ball State Museum of Art has received it seven times in the last fifteen years.

Another major accomplishment was reaccreditation of our Teachers College by the influential National Council for Accreditation of Teacher Education. "NCATE reaccreditation is a matter of great pride for all our faculty, staff, administrators, students, and alumni," said Teachers College Dean Roy Weaver. "It reflects the institution's commitment to high standards, teaching excellence, meaningful service to the profession, and applied research aimed at enhancing the quality of life for all individuals."

Accreditation was granted for the first time to the Child Study Center operated by the Department of Family and Consumer Sciences. The center offers preschool classes and an infant/toddler program—another service to the community—while providing laboratory experiences for infant and child development majors.

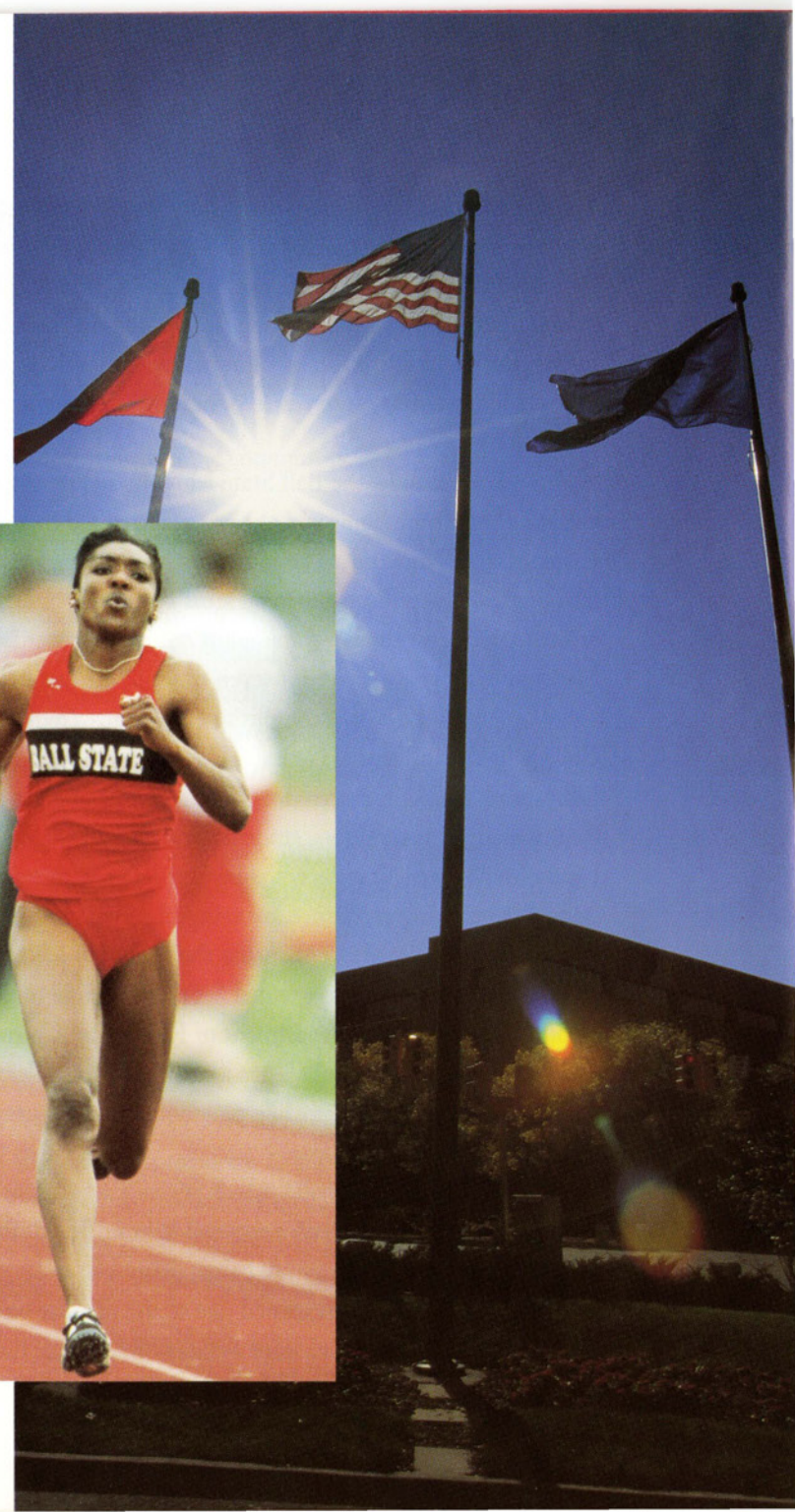
Indiana Public Radio, which serves East Central Indiana from studios at Ball State, received a regional Edward R. Murrow Award for overall excellence in its news programs; the public relations program in the journalism department was named one of the premier programs in the nation in a study by the Public Relations Society of America; the Residence Halls



Dining Services and its director received recognition from the National Association of College and University Food Services; and the Ball State debate team and its coach took top honors at the Cross Examination Debate Association national tournament in March.

In academic departments, administrative and support areas, and in the athletic arena, Ball State leads the field. LaTasha Jenkins became the university's first national champion in women's track and field when she won the 200-meter dash at the NCAA Championships in Eugene, Oregon. Earlier, senior field hockey player Jen Brown was selected recipient of the NCAA's prestigious Woody Hayes Division I National Scholar/Athlete Award for both men and women.

We also ranked seventh among all NCAA Division 1A schools with thirty Academic All-Americans in the last decade.

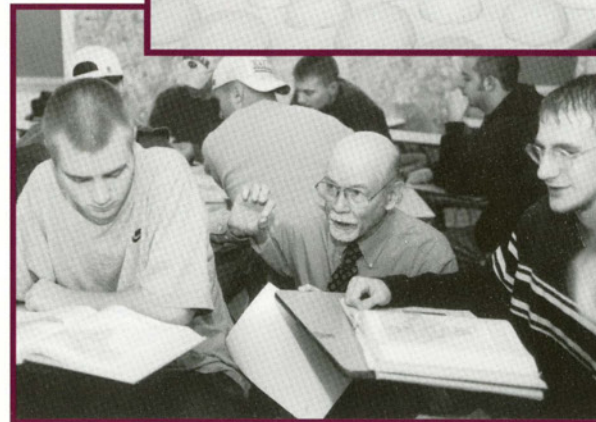


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Everywhere one turned in 1998-99, Ball State was acknowledged as a leader, standard-setter, role model, pioneer, or champion. It is a performance of which every faculty, staff, student, alumnus, donor, and friend of the university can be proud.

Beneficence, defined as the quality of doing good, is the trademark of this great university and its people. Ball State people excel, not for the sake of winning recognition and awards, but for the goal of serving others and doing good. That is our heritage. You may call it civic responsibility, community service, or simply an unselfish spirit.

An unselfish spirit was the trademark of Mary Lou Conrad, who served as a member of the Board of Trustees for fourteen years, and of Pennie Thomas, who was a trustee for nine years. Both talented women were actively serving their university and their communities when they passed away in 1998 and 1999, far too soon for all who knew them. May their legacy and their example lead the way for those who serve under the Ball State University banner.



Finally, a personal message to the faculty and staff whose dedicated service accounts for the university's significant achievements in 1998-99: Each day in the classrooms, laboratories, studios, libraries, offices, residence and dining halls, and on the playing fields, more than three thousand people perform the large and small tasks that make this a premier teaching university unique in American higher education.

It has been an honor for me to be associated for the last sixteen years with the exceptional individuals who devote themselves to Ball State's success.

Thank you for all that you do.



John E. Worthen



Outstanding Faculty Awards

1

Donald F. Kuratko,
Jeff and Teri Stoops Distinguished Professor
of Business
Outstanding Research

2

Bonita M. McVey,
Assistant Professor of Computer Science
Outstanding Faculty Academic Advisor

3

Bruce W. Hozeski,
Professor of English
Outstanding Faculty Service

4

Scott W. Trappe,
Assistant Professor of Physical Education
Outstanding Junior Faculty

5

Linda K. Hanson,
Associate Professor of English
Outstanding Faculty

6

Tracy L. Cross,
Executive Director of Indiana Academy for
Science, Mathematics, and Humanities
Outstanding Administrative Service



1

2

3

4

5

6

Financial Report

June 30

	1999	1998
Current Operations		
Operating Revenues:		
Student fees	\$ 78,625	\$ 76,951
State appropriations	124,458	123,408
Grants and contracts	30,994	26,588
Sales, services and other	<u>47,307</u>	<u>51,798</u>
Total Operating Revenue	<u>\$ 281,384</u>	<u>\$ 278,745</u>
Operating Expenditures and Transfers:		
Instruction	\$ 102,717	\$ 99,240
Research	4,596	4,684
Public service	8,486	8,056
Academic support	28,778	27,866
Student services	12,574	12,299
Institutional support	22,000	21,277
Operation and maintenance of plant	25,931	24,730
Scholarships and fellowships	22,955	20,561
Auxiliary enterprises	<u>35,277</u>	<u>39,055</u>
Total Operating Expenditures	<u>\$ 263,314</u>	<u>\$ 257,767</u>
Transfers-net		
Plant funds	\$ 18,971	\$ 15,632
Loan funds	<u>(1)</u>	<u>2</u>
Net Transfers	\$ 18,970	\$ 15,634
Total Operating Expenditures and Transfers	<u>\$ 282,284</u>	<u>\$ 273,401</u>
Plant additions during year	<u>\$ 17,411</u>	<u>\$ 20,055</u>
Balances as of June 30		
Investment in Plant (net of depreciation)	\$ 327,831	\$ 317,208
Outstanding indebtedness on physical facilities	<u>\$ 56,831</u>	<u>\$ 36,128</u>

NOTE: The information presented for 1999 is on an estimated basis.

(in thousands of dollars)

